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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reissue Patent Application of:
David W. Roth et al.

Application No.: 10/655,549

Confirmation No.: 1609

Filed: September 4, 2003

Group Art Unit: 3688

For: INTERNET ADVERTISING SYSTEM

Examiner: James W. Myhre

REPLY TO OFFICE ACTION
MAILED APRIL 23, 2008

VIA FACSIMILE: (571) 273-8300

Mail Stop **REISSUE**
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the Office Action mailed on April 23, 2008, in the present application. In view of the remarks and arguments contained in this paper, Applicant respectfully requests withdrawal of the outstanding rejections and allowance of the pending claims.

Amendment to the Claims begins on page 2

Remarks / Arguments begin on page 12